

**Subject:** Fwd: Kindle for iPhone - update  
**From:** "Bob Borchers" [REDACTED]  
**Received(Date):** Mon, 23 Feb 2009 15:36:25 -0800  
**To:** "Greg Joz Joswiak" [REDACTED], "Scott Forstall" [REDACTED]  
**Date:** Mon, 23 Feb 2009 15:36:25 -0800

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Begin forwarded message:

**From:** Cindy Lawrence [REDACTED]  
**Date:** February 23, 2009 3:33:07 PM PST  
**To:** Bob Borchers [REDACTED]  
**Cc:** Shaan Pruden [REDACTED]  
**Subject: Re: Kindle for iPhone - update**

Hi Bob,

I've not heard back re: the Exec Proposal.

On getting the revised Kindle App (they removed the in-app commerce), they were in final QA this weekend and they found a bug, so they aren't ready to upload. They will fix that, QA and be ready to upload sometime this week. (hopefully in the next day or two). I've asked him to let me know the second they upload.

I've just sent a draft of their press release for that along to PR. It came in today. I'll keep you all posted.

Cindy

On Feb 23, 2009, at 3:03 PM, Bob Borchers wrote:

Cindy -  
Any more word from Amazon?

bob

Begin forwarded message:

**From:** Shaan Pruden [REDACTED]  
**Date:** February 19, 2009 4:53:04 AM PST  
**To:** Bob Borchers [REDACTED]

**Cc:** "Sellier, Laurent" [REDACTED] "Tritschler, Charlie"

**Subject:** Re: Kindle for iPhone - update

That's great. Cindy is point on assisting with the launch of the current app. She is standing by. The best way to grease the skids is to get her a build asap.

Submitting Monday and launching Tuesday is difficult but we will do what we can.

Shaan

Sent from my iPhone

On Feb 18, 2009, at 10:35 PM, Bob Borchers [REDACTED] wrote:

Laurent -

I am checking in with the wwdr team on the best route for moving through the process.

Bob

Sent from my iPhone

On Feb 18, 2009, at 3:46 PM, "Sellier, Laurent" [REDACTED] wrote:

Hello Shaan,

As you suggested, I am copying Bob as I understand you are currently on vacation.

We updated our Exec team following our discussions on Tuesday. They need time to think about it and discuss (a lot of our key folks are on the road due to the Kindle 2 launch), I should be able to get back to you next week on your proposal. In the meantime, our management really wants to proceed ASAP with the launch of the store-less app following your guidance from a week ago.

We are on track to GM the store-less app on Monday next week and want your help in getting it launched ASAP. Kindle 2 is set to ship next Tuesday and we would like to announce Kindle 2 availability and Kindle for iPhone at the

same time to maximize press coverage. As discussed at the end of our meeting, I am happy to bring a beta version of the store-less app any day any time this week to your offices for you to review if it can help expedite the final review. Otherwise I'd welcome any of your suggestions on how to proceed quickly.

Best regards,

Laurent

Laurent Sellier

Senior Product Line Manager, Amazon Kindle

Lab126, an Amazon.com company

Cell: +[REDACTED], Direct: [REDACTED]

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